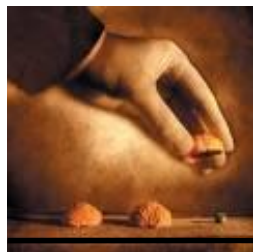


2025/2026 Club Membership Dues are now due!!

Please bring your **\$40** membership renewal dues to the upcoming meeting, or you can send a **\$40 Interac e-transfer** to: magic_london@yahoo.ca



Shell Game

A Monthly Newsletter for the London Magic Community
November 2025

Volume 19, Issue 3

October's meeting

October's meeting was the third meeting for one of our guests, so it was time for his performance to become a club member. And what a performance it was!

Peter Skells started off by placing a Sharpie inside a Coke bottle and making it levitate! He followed that up by having 3 cards selected and lost in the deck, yet he found them with a simple spread of the cards! Finally he built 6 piles of cards and had a card selected from each pile. Even with the cards lost and the piles haphazardly put back together, Peter found all the selections! Congratulations on being our newest member, Peter!

Mark Hogan got everyone laughing by performing **Dani DaOrtiz's** "Or Not" where a deck is mixed however a spectator wants, and yet when 3 selections are reversed in the deck and the deck boxed, he was able to divine the selections! He also showed **Jon Armstrong's** *Orbs of Power*, a nice Oil and Water effect where piles of red and black cards stay together despite the piles moving around.

Peter Mennie asked for suggestions on his alternative approach to the Silk & Egg routine, but using a ping-pong ball bouncing ball which changed to a bouncing ball.

Andrew Olmstead and **Leo Martins** shared their "Trick without a name – yet!" - a two-person divination effect they've been working on, where Leo was

Next Meeting:

Date: WEDNESDAY, NOVEMBER 12

Time: 7:00 PM

Topic: ONE ITEM MAGIC!

**Location: Beal Secondary School
525 Dundas Street, London
Room 253**

able to divine a freely selected card while seated far away from the spectator doing the selection!

And **Scott Hood** did a presentation where he produced a white handkerchief from inside a red handkerchief, then made it vanish! He performed this effect last month while on vacation in Tanzania, to a large group of local people that not only spoke no English (requiring a translator), but also had never seen a magician before in their lives! What a moment!

Thanks again to everyone for coming out and sharing their magic!

Mark Hogan

November's meeting

DATE: Wednesday, November 12

TIME: 7:00 PM

**PLACE: Beal Secondary School
525 Dundas Street, London
Room 253**

TOPIC: *ONE ITEM MAGIC!*

Talk about making it simple! This month is about making it as simple as it gets. Do a trick that requires one item. Any item. But just one. Gimmicked or ungimmicked – it doesn't matter.

Easy? No. *Challenging?* You bet! Take up the challenge, and come on out with a trick that only uses just one thing – and I'll bet you'll learn some others too.

We Want Your Reviews and Tricks!

Please send any original reviews, magic tricks or routines to:

magic_london@yahoo.ca

News Of Interest



CAM launches “Canada Proud” deck

(CAMmagic.org)

The *Canadian Association of Magicians (CAM)* is proud to unveil our brand-new, official deck of playing cards — **Canada Proud** — a tribute to Canadian pride, world-class magic, and the art of

playing cards.

This isn’t just another deck. It’s a bold statement in red and white, designed by magicians, for magicians.

A Design That Celebrates Canada

The back design, illustrated by **CAM President Ryan Joyce**, is packed with hidden nods to our home and native land.

Look closely and you’ll spot tributes to iconic Canadian wildlife — the moose, goose, puffin, and polar bear — along with imagery that celebrates our vast landscapes and rich culture.

The faces and layout were created by **Casey’s Playing Cards**, ensuring every detail is perfectly balanced for performance, flourish, and collection.

Built for Magicians — With Smart Features

The **Canada Strong** deck is more than just beautiful — it’s built to work hard:

- **Subtle Marking System** — Instantly identify the name and suit of any card, built seamlessly into the back design.
- **Performance Extras** — Includes a double-backer and a blank-faced card for endless routine possibilities.
- **Doug Henning Tribute Joker** — A nod to Canada’s legendary magician, designed for a fun reveal of a classic forced card: the Three of Clubs.

Two Stunning Versions Available

But if an idea builds on existing effects or methods, or if the patent would stop progress on something a creator has varied, our position is that it should not be patented. For example, if someone creates a new ITR, the patent should be on theWhether you’re adding to your performance toolkit or your personal collection, there’s a **Canada Strong** deck for you:

-
1. **Regular Deck** - Perfect for card tricks, sleights, and advanced cardistry. Printed on high-quality casino stock in Taiwan.
 2. **Collector's Gilded Deck** – Featuring striking red foil gilded edges. Extremely limited quantities available for bundles only.
-

Pricing & Availability

This release is limited to Canada, and quantities are very limited. Once they're gone — they're gone.

Pricing for Shipped Orders (Canada only)

-
- 1 Deck — \$25 (*includes shipping*)
 - 4-Deck Bundle (3 Regular + 1 Gilded) — \$80 (*includes shipping*)
 - 6-Deck Bundle (5 Regular + 1 Gilded) — \$125 (*includes shipping*)
 - 12-Deck Bundle (11 Regular + 1 Gilded) — \$200 (*includes shipping*)
-

Local Pickup & Savings (Canada only)

Available for pickup at participating locations. You will be able to select a pickup location at checkout.

-
- 1 Deck — \$20 **USE COUPON CODE:** LOCAL20
 - 4-Deck Bundle — \$70 **USE COUPON CODE:** LOCAL70
 - 6-Deck Bundle — \$100 **USE COUPON CODE:** LOCAL100
 - 12-Deck Bundle — \$175 **USE COUPON CODE:** LOCAL175
-

PayPal only. Pricing is subject to change.

To learn more and to purchase these amazing deck of cards, visit:

<https://www.cammagic.org/post/deck-of-cards>



Magic is literally so BACK

(Cosmopolitan.com)

Fall down the rabbit hole that is “Party Magician TikTok” and you’ll find plenty of card tricks, vanishing doves, and pure, unadulterated joy. Most videos there, captioned something like “POV you hired a magician for your 27th birthday,” feature fully grown adults huddled around a sharply dressed main act, absolutely captivated by some jaw-dropping sleight of hand or mind-reading stunt. But the real magic lies in the crazy group reactions to every trick: it’s always dramatic screaming and jumping that leaves the camera shaking, too. The clips really capture the disarming and very entertaining beauty of the ongoing party magician renaissance. Because while these performers (allegedly) don’t rely on real magic, they do have the power to make everyone watching them act 10 years old again.

I saw this effect play out firsthand when **Nadav Roet**, a 24-year-old NYC magician/mentalists, stopped by the *Cosmo* office for a quick show. In just under 30 minutes, he made a card appear under a coworker’s watch, guessed someone’s iPhone passcode, predicted the last four digits of another person’s credit card, and left our team in wide-eyed disbelief. (The rest of our workday was spent trying—and admittedly failing—to figure out how any of that was done.) Nadav’s been practicing magic since he was five, and today he hosts a monthly show called *The Bluff*. His audience’s childlike reactions (like the *Cosmo* team’s slightly disruptive squealing) will always be the job’s greatest perk. “Kids get to wonder all the time. At that age, we’re allowed to be in awe, but as adults, not so much. When magicians come to a birthday party or an event, they get that feeling again.”

Right now, young adults are in a deep whimsy deficiency. After formative years spent in quarantine and a shaky entry into adulthood, shaped by some overwhelming political unrest and economic instability, Gen Z is experiencing historic levels of unhappiness. Which is exactly why magic, and the escapism it provides, is primed for a comeback. The shows satisfy a pretty universal desire to feel amazed. And based on the transparent volume of TikTok comments that say something along the lines of “*I forgot you can just hire a magician,*” or “*10/10 use of free will,*” it’s clear that magicians’ disappearance from mainstream media made people forget that they were even an option. You could blame the fact that we age out of the assumed target demo for party magicians after the sixth grade, but I recall an era in the mid-late 2000s when the *Now You See Me* film releases dominated at the box office, and **Criss Angel** had a stronghold on daytime television segment appearances geared towards all ages. The appetite for the breath-holding, gravity-defying illusions was ageless, real, and consistently recognized in pop culture.

It seems like magic was yet another thing displaced by the rise of passive, quick-hit social media entertainment. Between an endless stream of viral stunts and easily searchable “*MAGIC TRICKS, REVEALED*” videos, a lot of the art’s mystery and allure was stripped away. But this year, one viral party magician clip at a time, the collective is remembering what we’ve lost. All the full-body reactions recorded prove that no AI slop or mindless doomscroll can replicate the thrill of a well-executed, in-your-face illusion. And if you’re trying to plan a party where people get off of their phones and actually talk to each other, including a magic show will get the job done.

“When you walk into a birthday party, people may kind of know each other and make small talk,” Nadav says. “But when a magician is walking around with a deck of cards, it instantly becomes a shared experience.” He’s noticed his act has been the ultimate conversation starter. “One of my favorite things is performing at an event where people don’t really know each other, but afterward, everyone’s bonding. They’ve all just shared the same moment of, ‘what the fuck? People start to understand that it’s a cool, entertaining icebreaker.’”

Even when seen purely as an icebreaker, the appeal of a magician harkens back to childhood—a time when you could walk up to someone on the playground and easily become friends. Back then, we were all discovering the world on the same timeline, and that shared ignorance made it easier to bond with everyone else who was navigating the same revelations and growth points. For a brief moment (or a 30-minute show), a magic act puts you back in that place with everyone you’re watching it with. You’re once again forced to wonder how something came to be, surrounded by equally uninformed people who hold no upper hand or extra insight.

Though ignorance doesn’t really sound like an enticing position, when no one around you has an advantage (except the performer pulling the rabbit out of a hat or what have you) it’s actually refreshing to share in that feeling of awe and confusion. Sometimes it’s nice to just not know. In fact, given the information overload we face every day, we deserve a moment to be naive—though audiences will forever be begging magicians like **Nadav** to divulge the secrets behind their tricks.

“I don’t see it as rude,” he admits. “It’s kind of the obvious thing to ask someone who just told you that they can read your mind.”

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Concept by: Steve Seguin

The Shell Game is a free newsletter sent to members of the London Magicians Guild and other people in the community interested in magic.

Opinions expressed do not reflect the views of the London Magicians Guild.

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